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CLAIM AMENDMENTS:

A listing of the entire set of pending claims 1-21 (including a non-statutory amendment of dependent claim 3) is submitted herewith per 37 C.F.R. §1.121. This listing of claims will replace all prior versions, and listings, of claims in the application.

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1. (Original) A method for communicating advertisements to a mobile station, said method comprising:
    - receiving one or more keywords from the mobile station;
    - identifying an advertiser profile matching the keywords; and
    - transmitting an advertisement corresponding to the advertiser profile to the mobile station.
  2. (Original) The method of claim 1, further comprising:
    - determining a location of the mobile station,
    - wherein said identification of the advertiser profile is based on the keywords and the location of the mobile station.
  3. (Currently Amended) The method of claim 1, further comprising:
    - determining a first service area of a base station having the mobile station registered therein; and
    - determining a second service area of a potential handoff base station,
    - wherein said identification of the advertiser profile is based on the keywords, the first service area, and the second service area.

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4. (Original) The method of claim 1, further comprising:  
retrieving a user profile corresponding to the mobile station,  
wherein said identification of the advertiser profile is based on the keywords  
and the user profile.
5. (Original) The method of claim 1, further comprising:  
determining a location of the mobile station; and  
retrieving a user profile corresponding to the mobile station,  
wherein said identification of the advertiser profile is based on the keywords,  
the location of the mobile station, and the user profile.
6. (Original) The method of claim 1, further comprising:  
verifying a reception of the advertisement by the mobile station in response to a  
reception of a responsive command from the mobile station that indicates a reception of the  
advertisement by the mobile station.
7. (Original) The method of claim 1, further comprising:  
establishing a communication link between the mobile station and a  
telecommunication device associated with an advertiser represented in the advertisement in  
response to a reception of a contact command indicating a desire of a user of the mobile  
station for an establishment of the communication link.

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8. (Original) A system, comprising:  
a mobile station including means for transmitting one or more keywords; and  
a computer including  
means for identifying an advertiser profile matching the keywords, and  
means for transmitting an advertisement corresponding to the advertiser  
profile to said mobile station.
9. (Original) The system of claim 8, wherein  
said computer further includes means for identifying the advertiser profile based on  
the keywords and a location of said mobile station.
10. (Original) The system of claim 8, wherein  
said computer further includes means for determining a first service area of a base  
station having the mobile station registered therein; and  
said computer further includes means for determining a second service area of any  
potential handoff base station,  
wherein said identification of the advertiser profile is based on the keywords,  
the first service area, and the second service area.
11. (Original) The system of claim 8, wherein  
said computer further includes means for identifying the advertiser profile based on  
the keywords and a user profile corresponding to said mobile station.

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12. (Original) The system of claim 8, wherein  
said computer further includes means for identifying the advertiser profile based on  
the keywords, a location of said mobile station and a user profile corresponding to said  
mobile station.
13. (Original) The system of claim 8, wherein  
said computer further includes means for verifying a reception of the advertisement  
by the mobile station in response to a reception of a responsive command from the mobile  
station that indicates a reception of the advertisement by the mobile station.
14. (Original) The system of claim 8, wherein  
said computer further includes means for establishing a communication link between  
the mobile station and a telecommunication device associated with an advertiser represented  
in the advertisement in response to a reception of a contact command indicating a desire of a  
user of the mobile station for an establishment of the communication link.
15. (Original) A computer program product in a computer useable medium for  
communicating advertisements to a mobile station, said computer program product  
comprising:  
computer readable code for receiving one or more keywords from the mobile station;  
computer readable code for identifying an advertiser profile matching the keywords;  
and  
computer readable code for transmitting an advertisement corresponding to the  
advertiser profile to the mobile station.

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16. (Original) The computer program product of claim 15, further comprising:  
computer readable code for identifying the advertiser profile based on the keywords  
and a location of said mobile station.
17. (Original) The computer program product of claim 15, further comprising:  
computer readable code for determining a first service area of a base station having  
the mobile station registered therein; and  
computer readable code for means for determining a second service area of any  
potential handoff base station,  
wherein said identification of the advertiser profile is based on the keywords,  
the first service area, and the second service area.
18. (Original) The computer program product of claim 15, further comprising:  
computer readable code for identifying the advertiser profile based on the keywords  
and a user profile corresponding to said mobile station.
19. (Original) The computer program product of claim 15, further comprising:  
computer readable code for identifying the advertiser profile based on the keywords,  
a location of said mobile station and a user profile corresponding to said mobile station.
20. (Original) The computer program product of claim 15, further comprising:  
computer readable code for verifying a reception of the advertisement by the mobile  
station in response to a reception of a responsive command from the mobile station that  
indicates a reception of the advertisement by the mobile station.

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21. (Original) The computer program product of claim 15, further comprising:  
computer readable code for establishing a communication link between the mobile station and a telecommunication device associated with an advertiser represented in the advertisement in response to a reception of a contact command indicating a desire of a user of the mobile station for an establishment of the communication link.
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